

CLAIRE MITCHELL. AN ADVERT YOU DON'T LIKE. TRANSCRIPT

Describe an advertisement you don't like. You should say:

where you first saw it

what type of advertisement it is

what product or service it advertises

and explain why you do not like it.

The advertisement I'm going to talk about was one that I saw I think probably in the breaks between a TV program. In the UK there are certain channels that screen **commercials** in breaks between, for example dramas or documentaries, and the advert would also have been shown on the internet. I probably caught it online when I was trying to watch a YouTube video or something like that. I think those videos that pop up at the start of YouTube videos are particularly annoying because generally you're there watching YouTube because you just want to see something really specific and so having to sit through the adverts that pop-up beforehand can be quite **exasperating**.

This particular advert that I'm going to talk about was for a scary movie or a horror film. I really enjoy this **genre** of films however with this particular **commercial** I remember thinking that it basically gave away all the important points from the plot of the movie in the advert itself. It really didn't do what it was designed to do, which was to kind of attract me to go to the cinema to pay to watch this movie, but I actually felt like I'd seen the movie even though I'd just seen a two-minute advert because it gave away lots of **spoilers** and all the most exciting, **gripping**, **nail-biting** parts of the film had been given away already by the commercial.

I was really **irritated** and, you know, it was quite disappointing for me because I'd been looking forward to watching the film and I can't actually remember the title of the movie now, but I know I didn't go and pay to watch it because, as I said, I felt like I'd seen all the most **suspenseful** and **tense** moments in this two-minute advert, they were all **condensed** into the commercial itself. It was a real **shame**.

VOCABULARY

commercial (adjective) - connected with the buying and selling of goods and services

condensed (verb) - to put something such as a piece of writing into fewer words; to put a lot of information into a small space

exasperating (adjective) - extremely annoying

genre (noun) - a particular type or style of literature, art, film or music that you can recognize because of its special features

gripping (adjective) - exciting or interesting in a way that keeps your attention

irritated (adjective) - annoyed or angry

nail-biting (adjective) - making you feel very excited or anxious because you do not know what is going to happen

shame (noun) - used to say that something is a cause for feeling sad or disappointed

spoilers (noun) - information that you are given about what is going to happen in a film, television series, etc. before it is shown to the public

suspenseful (adjective) - creating feelings of excitement or worry about what may happen

tense (adjective) - nervous or worried, and unable to relax